

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently amended) A method, in a computing device, for identifying cross-selling opportunities, comprising:  
identifying a profit level for ones of a plurality of products or services;  
creating data for said plurality of products or services;  
transforming, by said computing device, data that was created for said ones of said plurality of products or services by including said identified profit level in said data that was created for said ones of said plurality of products or services;  
storing said transformed data and data that was created for other ones of said plurality of products or services to form stored data;  
processing said stored data to identify associations of said plurality of products or services for potential cross-selling;  
said processing including generating at least one association rule that includes a profit level, which was identified for one of said plurality of products or services, embedded in said at least one association rule; and  
processing the identified associations to identify a subset of the associations, based on profitability analysis, that will ~~such that the subset of associations determined, from the profitability analysis, to~~ generate a profit when cross-sold.
2. (Currently amended) The method of claim 1, ~~further comprising wherein processing data to identify associations of products or services for potential cross-selling includes~~ generating said at least one association rule ~~one or more association rules~~ using one or more knowledge processing techniques.
3. (Original) The method of claim 2, wherein the one or more processing techniques include association analysis.
4. (Original) The method of claim 1, further comprising:  
calculating profitability for at least two of the products or services.

5. (Original) The method of claim 4, further comprising:  
identifying profit level categories based on business logic; and  
associating the at least two products or services with one or more of the profit level categories.
6. (Original) The method of claim 5, wherein the subset of associations are associations which have products or services that are associated with profitable profit level categories.
7. (Original) The method of claim 5, wherein the subset of associations are associations which have products or services that are associated with profit level categories that meet acceptable criteria.
8. (Original) The method of claim 1, further comprising:  
identifying one or more customers for marketing cross-selling opportunities based on the subset of associations.
9. (Original) The method of claim 1, further comprising:  
generating one or more marketing strategies based on the subset of associations.
10. (Currently amended) The method of claim 1, further comprising:  
wherein creating data for said plurality of products or services includes creating a unique identifier for each one of said plurality of products or services; and  
wherein transforming data that was created for said ones of said plurality of products or services includes modifying said unique identifier that was created for each one of said ones of said plurality of products or services to indicate a profit level that was identified for each one of said ones of said plurality of products or services.  
~~wherein the association rules include a correspondence between two or more products or services, a measure of profitability, a measure of support, a measure of confidence, and a measure of lift.~~
11. (Currently amended) An apparatus for identifying cross-selling opportunities, comprising:  
means for identifying a profit level for ones of a plurality of products or services;  
means for creating data for said plurality of products or services;  
means for transforming data that was created for said ones of said plurality of products or services  
by including said identified profit level in said data that was created for said ones of said plurality of products or services;

means for storing said transformed data and data that was created for other ones of said plurality of products or services to form stored data;

means for processing said stored data to identify associations of said plurality of products or services for potential cross-selling;

said means for processing including means for generating at least one association rule that includes a profit level, which was identified for one of said plurality of products or services, embedded in said at least one association rule; and

means for processing the identified associations to identify a subset of the associations, based on profitability analysis, that will ~~such that the subset of associations determined, from the profitability analysis,~~ to generate a profit when cross-sold.

12. (Currently amended) The apparatus of claim 11, further comprising ~~wherein the means for processing data to identify associations of products or services for potential cross-selling includes~~ means for generating said at least one association rule ~~one or more association rules~~ using one or more knowledge processing techniques.

13. (Original) The apparatus of claim 12, wherein the one or more processing techniques include association analysis.

14. (Original) The apparatus of claim 11, further comprising:  
means for calculating profitability for at least two of the products or services.

15. (Original) The apparatus of claim 14, further comprising:  
means for identifying profit level categories based on business logic; and  
means for associating the at least two products or services with one or more of the profit level categories.

16. (Original) The apparatus of claim 15, wherein the subset of associations are associations which have products or services that are associated with profitable profit level categories.

17. (Original) The apparatus of claim 15, wherein the subset of associations are associations which have products or services that are associated with profit level categories that meet acceptable criteria.

18. (Original) The apparatus of claim 11, further comprising:  
means for identifying one or more customers for marketing cross-selling opportunities based on the subset of associations.
19. (Original) The apparatus of claim 11, further comprising:  
means for generating one or more marketing strategies based on the subset of associations.
20. (Currently amended) The apparatus of claim 11, further comprising:  
wherein said means for creating data for said plurality of products or services includes means for creating a unique identifier for each one of said plurality of products or services; and  
wherein said means for transforming data that was created for said ones of said plurality of products or services includes means for modifying said unique identifier that was created for each one of said ones of said plurality of products or services to indicate a profit level that was identified for each one of said ones of said plurality of products or services.  
~~wherein the association rules include a correspondence between two or more products or services, a measure of profitability, a measure of support, a measure of confidence, and a measure of lift.~~
21. (Currently amended) A computer program product in a computer readable medium for identifying cross-selling opportunities, comprising:  
first instructions for identifying a profit level for ones of a plurality of products or services;  
second instructions for creating data for said plurality of products or services;  
third instructions for transforming data that was created for said ones of said plurality of products or services by including said identified profit level in said data that was created for said ones of said plurality of products or services;  
fourth instructions for storing said transformed data and said data that was created for other ones of said plurality of products or services to form stored data;  
fifth [[first]] instructions for processing said stored data to identify associations of said plurality of products or services for potential cross-selling; [[and]]  
said fifth instructions for processing including instructions for generating at least one association rule that includes a profit level, which was identified for one of said plurality of products or services, embedded in said at least one association rule; and

~~sixth second~~ instructions for processing the identified associations to identify a subset of the associations, based on profitability analysis, that will ~~such that the subset of associations determined, from the profitability analysis, to~~ generate a profit when cross-sold.

22. (Currently amended) The computer program product of claim 21, wherein the fifth ~~[[first]]~~ instructions for ~~processing data to identify associations of products or services for potential cross-selling~~ include ~~includes~~ instructions for generating said at least one association rule ~~one or more association rules~~ using one or more knowledge processing techniques.

23. (Original) The computer program product of claim 22, wherein the one or more processing techniques include association analysis.

24. (Currently amended) The computer program product of claim 21, further comprising:  
seventh ~~[[third]]~~ instructions for calculating profitability for at least two of the products or services.

25. (Currently amended) The computer program product of claim 24, further comprising:  
eighth ~~fourth~~ instructions for identifying profit level categories based on business logic; and  
ninth ~~[[fifth]]~~ instructions for associating the at least two products or services with one or more of the profit level categories.

26. (Original) The computer program product of claim 25, wherein the subset of associations are associations which have products or services that are associated with profitable profit level categories.

27. (Original) The computer program product of claim 25, wherein the subset of associations are associations which have products or services that are associated with profit level categories that meet acceptable criteria.

28. (Currently amended) The computer program product of claim 21, further comprising:  
seventh ~~[[third]]~~ instructions for identifying one or more customers for marketing cross-selling opportunities based on the subset of associations.

29. (Currently amended) The computer program product of claim 21, further comprising:  
seventh ~~[[third]]~~ instructions for generating one or more marketing strategies based on the subset of associations.

30. (Currently amended) The computer program product of claim 21, further comprising:  
wherein said second instructions for creating data for said plurality of products or services  
includes instructions for creating a unique identifier for each one of said plurality of products or services;  
and  
wherein said third instructions for transforming data that was created for said ones of said  
plurality of products or services includes instructions for modifying said unique identifier that was created  
for each one of said ones of said plurality of products or services to indicate a profit level that was  
identified for each one of said ones of said plurality of products or services.  
~~wherein the association rules include a correspondence between two or more products or services, a~~  
~~measure of profitability, a measure of support, a measure of confidence, and a measure of lift.~~